

ISS

## WGPO WCPO.com

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## **ORDER**

Flight Dates 10/24/12-10/30/12

<u>Order Sep</u> 00:20:00

<u>Product</u> <u>Estimate #</u> 1257

Contract / Revision 315316 / American Crossroads TV 10.24-10. Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

10/23/12 10/23/12 Billing Contact Order Type GENERAL

Advertiser American Crossroads Billing Cycle EOM/EOC

66 Canal Center Plaza - Suite 555 Billing Calendar BROADCAST

Alexandria, VA 22314-1576

Demographic A35+

Agency Crossroads Media Rev Codes POL POL

Buying Contact Sales Office EWSDC Product Codes PL

66 Canal Center Plaza - Suite 555 Sales Region NAT Priority P-1

Alexandria, VA 22314-1576 Agency Ref Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Craci Criaro 70	market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Market Value

Order Share %

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Fross Amount
October 2012	60	\$48,683.75	\$57,275.00	0.00 10/01/12	10/28/12	60	\$48,683.75	\$57,275.00
November 2012	35	\$38,080.00	\$44,800.00	0.00 10/29/12	10/30/12	35	\$38,080.00	\$44,800.00

Totals 95 \$86,763.75 \$102,075.00 0.00

										I ota	als
Ln Ch Star	t End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WCPO 10/24	/12 10/30/12	M-F 7-730p 7-730p The List	СМ	M-F 7-730pm	МГЖГБ	:30	3	\$900.00 P-1	0.00 NM	5	\$4,500.00
<u>Start Date</u> Week: 10/22/12 Week: 10/29/12	End Date 10/28/12 11/04/12	Weekdays WTF MΓ	Spots/Week 3 2	Rate \$900.00 \$900.00	Rating 0.00 0.00						
2 WCPO 10/24	/12 10/30/12	SU GMTS 8-9a SU GMTS 8-9a	СМ	8-9a	S	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
<u>Start Date</u> Week: 10/22/12 Week: 10/29/12	End Date 10/28/12 11/04/12	Weekdays S 	Spots/Week 1 0	Rate \$450.00 \$0.00	Rating 0.00 0.00						



<u>Contract / Revision</u> 315316 <u>Flight Dates</u> 10/24/12-10/30/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/23/12/ 10/23/12 <u>Order Sep</u> 00:20:00

Advertiser American Crossroads Product American Crossroads TV 1(Estimate # 1257

									Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	S	:30	1	\$375.00 P-2			\$375.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 1	Rate \$375.00	Rating 0.00						
Week: 10/29/12 11/04/12		0	\$0.00	0.00						
4 WCPO 10/24/12 10/30/12	M-F GMTS 5-6a M-F GMTS 5-6a	СМ	5-6a	МГЖГБ	:30	1	\$225.00 P-2	0.00 NM	5	\$1,125.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12	WTF	3	\$225.00	0.00						
Week: 10/29/12 11/04/12	MT	2	\$225.00	0.00					_	
	M-F 9-10a Live with Regis ar	CM nd Kelly	M-F 9-10a	MTWTF	:30	3	\$500.00 P-2	0.00 NM	5	\$2,500.00
Start Date End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	W1 F МТ	3 2	\$500.00 \$500.00	0.00 0.00						
	M-F 430am News		430-5a	MTWTF	:30	3	\$175.00 P-2	0.00 NM	5	\$875.00
	M-F 430am News	3			.30	3	\$175.00 F-2	O.OO INIVI	3	φ873.00
Start Date End Date Week: 10/22/12 10/28/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$175.00	Rating 0.00						
Week: 10/22/12 10/26/12 Week: 10/29/12 11/04/12	МГ	2	\$175.00 \$175.00	0.00						
7 WCPO 10/24/12 10/30/12	SU 1135p-1235a SU 1135p-1235a	CM		235aS	:30	1	\$425.00 P-2	0.00 NM	1	\$425.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12	S	1	\$425.00	0.00						
Week: 10/29/12 11/04/12		0	\$0.00	0.00						
8 WCPO 10/24/12 10/30/12	SU 5-6am SU 5-6am	CM	5-6a	S	:30	1	\$150.00 P-2	0.00 NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
Week: 10/29/12 11/04/12		0	\$0.00	0.00						
9 WCPO 10/24/12 10/30/12	M-F 12-1p News M-F 12-1p News	СМ	12-1p	МГЖТБ	:30	3	\$750.00 P-2	0.00 NM	5	\$3,750.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12	WTF	3	\$750.00	0.00						
Week: 10/29/12 11/04/12	МГ	2	\$750.00	0.00						
10 WCPO 10/24/12 10/30/12	M-F 11a-12p	CM	11a-12p	МГЖТБ	:30	3	\$600.00 P-2	0.00 NM	5	\$3,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12	WTF МГ	3 2	\$600.00	0.00						
Week: 10/29/12 11/04/12			\$600.00 3-4p	0.00	:30	3	\$650.00 D.0	0.00 NIM	5	¢2 250 00
11 WCPO 10/24/12 10/30/12	3-4pm Katie	CM	·	MTWTF	.30	3	\$650.00 P-2	U.UU INIVI	5	\$3,250.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	WTF МТ	3 2	\$650.00 \$650.00	0.00 0.00						
12 WCPO 10/24/12 10/30/12			10-11a	MTWTF	:30	3	\$350.00 P-2	0.00 NM	5	\$1,750.00
	M-F 10-11a		_							
Start Date End Date Week: 10/22/12 10/28/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$350.00	Rating 0.00						
Week: 10/29/12 11/04/12	МГ	2	\$350.00	0.00						
13 WCPO 10/24/12 10/30/12	SA 730-8p SA730-8P	СМ	730-758p	S-	:30	1	\$750.00 P-1	0.00 NM	1	\$750.00

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Contract / Revision 315316 Flight Dates 10/24/12-10/30/12 Hiatus Dates

<u>Original Date / Revision</u> 10/23/12/ 10/23/12 <u>Order Sep</u> 00:20:00

Advertiser American Crossroads Product American Crossroads TV 1(Estimate # 1257

										То	tals
Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
13 WCPO 10/24	/12 10/30/12	SA 730-8p SA730-8P	СМ	730-758p	S-	:30	1	\$750.00 P-1	0.00 NM	1	\$750.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	S-	1	\$750.00	0.00						
Week: 10/29/12	11/04/12		0	\$0.00	0.00					_	
E14 WCPO 10/24	10/30/12	M-F 730-8p 730-8p Let's Ask	CM America	M-F 730-8p	MTWTF	:30	3	\$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WTF	3	\$900.00	0.00						
Week: 10/29/12	11/04/12	МГ	2	\$900.00	0.00					_	
15 WCPO 10/24	10/30/12	M-F GMA 7-9am M-F GMA 7-9am	СМ	7-9a	MTWTF	:30	3	\$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WTF	3	\$900.00	0.00						
Week: 10/29/12	11/04/12	МГ	2	\$900.00	0.00						
16 WCPO 10/24	10/30/12	SU 6-7am SU 6-7am	СМ	6-7a	S	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/12	10/28/12	S	1	\$300.00	0.00						
Week: 10/29/12	11/04/12		0	\$0.00	0.00						
17 WCPO 10/24	10/30/12	M-F GMTS 6-7a M-F GMTS 6-7a	СМ	6-7a	MTWTF	:30	3	\$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WГF	3	\$900.00	0.00						
Week: 10/29/12	11/04/12	МГ	2	\$900.00	0.00						
E 18 WCPO 10/24	/12 10/30/12	M-F 6-630p News M-F 6-630p News		558-630p	MTWTF	:30	3	\$2,000.00 P-2	0.00 NM	5	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WГF		\$2,000.00	0.00						
Week: 10/29/12	11/04/12	МГ		\$2,000.00	0.00						
19 WCPO 10/24	/12 10/30/12	SU 6-7p News SU 6-7p News	СМ	558-7p	S	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	S	1	\$1,000.00	0.00						
Week: 10/29/12	11/04/12		0	\$0.00	0.00						
20 WCPO 10/24	/12 10/30/12	M-F 1202-107a S M-F 1202-107a S	•	1202-107a	MTWTF	:30	3	\$300.00 P-2	0.00 NM	5	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WTF	3	\$300.00	0.00						
Week: 10/29/12	11/04/12	МГ	2	\$300.00	0.00						
21 WCPO 10/24	/12 10/30/12	M-SU 11p Late N M-SU 11p Late N		11-1135p	MTWTF- S	:30	4	\$1,500.00 P-2	0.00 NM	7	\$10,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WTF- S	5	\$1,500.00	0.00						
Week: 10/29/12	11/04/12	МГ	2	\$1,500.00	0.00						
E 22 WCPO 10/24	/12 10/30/12	M-F 530-6p News M-F 530-6p News		528-6p	МГWГF	:30	3	\$2,000.00 P-2	0.00 NM	5	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	WTF		\$2,000.00	0.00						
Week: 10/29/12	11/04/12	МГ		\$2,000.00	0.00						
23 WCPO 10/24	/12 10/30/12	SA 6-7am	CM	6-7a	S-	:30	1	\$375.00 P-1	0.00 NM	1	\$375.00
		SA 6-7am									

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Contract / Revision 315316 Flight Dates 10/24/12-10/30/12 Hiatus Dates

<u>Original Date / Revision</u> 10/23/12/ 10/23/12 <u>Order Sep</u> 00:20:00

Advertiser American Crossroads Product American Crossroads TV 1(Estimate # 1257

Description   Column   Colum	La Ob Otant Fr	- d	D l.	Ot + / [ 1 ]		l O	ta Data Dri	Dt T	Tot	
SA 6-7am   SA 6-7am   SA 6-7am   SA 6-7am   Weekdays   Spots/Week   Rate   Rating   O.00						•				
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Rating   Start Date   Spots/Week   Rate   Rating   Start Date   Start D	23 WCPO 10/24/12 10/		СМ	6-7a	S-	:30	1 \$375.00 P-1	0.00 NM	1	\$375.00
Week: 10/22/12	Ctart Data End		Cnoto/Mook	Doto	Doting					
Week: 10/29/12   11/04/12   10/30/12   M-F 5-530p News									ł	
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/22/12   10/30/12   M-F5-530p   More C   Meek: 10/29/12   11/04/12   Mr		.0/12	=							
M-F 5-530 p News   M-F 5-530 p			s CM			:30	1 \$2,000.00 P-2	0.00 NM	5	\$10,000.00
Week: 10/29/12		•		•						, ,
Week: 10/29/12         11/04/12         MT         2 \$2,000.00         0.00           25 WCPO 10/24/12 10/30/12         11/04/12         M8-10p Dancing M8-10p Dancing M8-10p Dancing M8-10p Dancing         CM 8-10p Dancing M8-10p Dancing         ME         30 1 \$6,500.00 P-2 0.00 NM         1 \$6,500.00 NM           Start Date Week: 10/22/12 10/28/12 10/28/12 10/30/12         Week: 10/22/12 10/30/12 Monday Prime C Monday Prime C Monday Prime C 10/28/12 10/28		Date Weekdays	Spots/Week	Rate	Rating					
25 WCPO   10/24/12   10/30/12   M8-10p Dancing   M8-10		.0/12								
M8-10p Dancing   Week: 10/22/12   10/28/12   11/024/12   11/04/12   M   1 \$6,500.00   0.00		17.12		-						
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	25 WCPO 10/24/12 10/	, ,	СМ	8-10p	M	:30	1 \$6,500.00 P-2	0.00 NM	1	\$6,500.00
Week: 10/22/12 Week: 10/29/12         10/28/12 Week: 10/29/12         Week: 10/29/12 11/04/12         Week: 10/29/12 10/28/12         Week: 1	0 5	, ,			5					
Week: 10/29/12         11/04/12         M         1 \$6,500.00         0.00           E 26 WCPO 10/24/12 10/30/12         Monday Prime C 10.00         Rating Meek: 10/22/12 10/28/12         Length Rate Rtg Type         Rtg Type           Week: 10/29/12 11/04/12 Monday Prime C MONDAY Prime A MONDAY Prime B MONDAY Prime P MONDAY Prime										
E26 WCPO		.0/12	ū	*						
Monday Prime C   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating						:30	1 \$4.500.00 P-2	0.00 NM	1	\$4,500,00
Week: 10/22/12 10/28/12 10/28/12 11/04/12 M 0 \$0.00         Week: 10/29/12 11/04/12 M 1 \$4,500.00       0.00         Spot Ch Date Range Description 1 WCPO 10/29/12-11/04/12 Monday Prime C 10-11p       Weekdays M 30(\$4,500.00)       Length Rate Rtg Type 0.00 NM         See MG 26.2 [n/a (unless bump canidate)]       VCPO 10/29/12-11/04/12 Monday Prime C 10-11p       M 30 \$4,500.00 0.00 NM         W MG for 26.1 10/29       Thursday Prime A Thursday Prime B Thursday Prime B Tuesday Prime P	220 1101 0 10/2 1/12 10/	,				.00	. ф.,осолос	0.00	·	ψ.,σσσ.σσ
Week: 10/29/12         11/04/12         M 1         \$4,500.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg Type           1 VCPO 10/29/12-11/04/12 Monday Prime C         10-11p         M 300 (\$4,500.00)         0.00 NM           See MG 26.2 [n/a (unless bump canidate)]         See MG 26.2 [n/a (unless bump canidate)]         See MG 26.1 10/29         See MG 26.2 [n/a (unless bump canidate)]	Start Date End	Date Weekdays	Spots/Week	Rate	Rating				İ	
Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg Type           1 VCPO 10/29/12-11/04/12 Monday Prime C         10-11p         M- · · · · · · :30(\$4,500.00)         0.00 NM           See MG 26.2 [n/a (unless bump canidate)]         In/a (unless bump canidate)]         <		.0/12	0	\$0.00	0.00					
1 VCPO 10/29/12-11/04/12 Monday Prime C 10-11p M								D		
See MG 26.2 [n/a (unless bump canidate)]         2 VCPO 10/29/12-11/04/12 Monday Prime C       10-11p       M					_		<u> </u>			
[n/a (unless bump canidate)] 2 VCPO 10/29/12-11/04/12 Monday Prime C 10-11p M :30 \$4,500.00 0.00 NM		4/12 Monday Prime C	10-1	ТР	IV	1	:30 <del>(\$4,500.00)</del>	0.00 IVIVI		
2 VCPO 10/29/12-11/04/12 Monday Prime C 10-11p M		canidate)]								
@ MG for 26.1 10/29        MG for 26.1 10/29          27 WCPO 10/24/12 10/30/12 Thursday Prime A Thursday Prime B Thursday			10-1	1p	N	<b>[</b>	:30 \$4,500.00	0.00 NM	Ī	
Thursday Prime A  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/22/12   10/28/12  T   1 \$3,500.00   0.00 Week: 10/29/12   11/04/12     0 \$0.00   0.00  28 WCPO   10/24/12   10/30/12   Tuesday Prime B   CM   9-10p   -T   :30   1 \$4,500.00 P-2   0.00 NM   0.00 NM	_	•		•			. ,			
Thursday Prime A  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/22/12   10/28/12  T   1 \$3,500.00   0.00 Week: 10/29/12   11/04/12     0 \$0.00   0.00  28 WCPO   10/24/12   10/30/12   Tuesday Prime B   CM   9-10p   -T   :30   1 \$4,500.00 P-2   0.00 NM   0.00 NM	27 WCPO 10/24/12 10/	30/12 Thursday Prime	A CM	8-9p	T	:30	1 \$3.500.00 P-2	0.00 NM	1	\$3.500.00
Week: 10/22/12       10/28/12      T       1 \$3,500.00       0.00         Week: 10/29/12       11/04/12        0 \$0.00       0.00         28 WCPO       10/24/12       10/30/12       Tuesday Prime B       CM       9-10p       -T       :30       1 \$4,500.00 P-2       0.00 NM       1 \$4,500.00 P-2		•					. 40,000.00			<b>4</b> 2,232123
Week: 10/22/12       10/28/12      T       1 \$3,500.00       0.00         Week: 10/29/12       11/04/12        0 \$0.00       0.00         28 WCPO       10/24/12       10/30/12       Tuesday Prime B       CM       9-10p       -T       :30       1 \$4,500.00 P-2       0.00 NM       1 \$4,500.00 P-2	Start Date End	Date Weekdays	Spots/Week	Rate	Rating				İ	
28 WCPO 10/24/12 10/30/12 Tuesday Prime B CM 9-10p -T :30 1 \$4,500.00 P-2 0.00 NM 1 \$4,500.00 Tuesday Prime B	Week: 10/22/12 10/2	8/12 T	1	\$3,500.00	0.00					
Tuesday Prime B	Week: 10/29/12 11/0									
, i	28 WCPO 10/24/12 10/	•		9-10p	- T	:30	1 \$4,500.00 P-2	0.00 NM	1	\$4,500.00
		•		_						
			Spots/Week	Rate	Rating					
Week: 10/22/12		.0/12	•						ł	
29 WCPO 10/24/12 10/30/12 Sunday Prime A CM 7-8pS :30 1 \$3,000.00 P-2 0.00 NM 1 \$3,000.00		- 1/12				·30	1 \$3 000 00 P-2	0.00 NM	1	\$3,000,00
Sunday Prime A Civi 7-6p3 .30 1 \$3,000.00 F-2 0.00 Nivi 1 \$3,000.00 F-2	20 110/24/12 10/	,	Civi	r-op	3	.50	ι ψο,000.00 F-2	0.00 14101	'	ψ5,000.00
Start Date End Date Weekdays Spots/Week Rate Rating	Start Date End	Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/22/12 10/28/12S 1 \$3,000.00 0.00		.0/12								
Week: 10/29/12 11/04/12 0 \$0.00 0.00	Week: 10/29/12 11/0	4/12	0	\$0.00	0.00					

Totals 95\$102,075.00